

# **ISSUES REPORT**

**FOX 17 WXMI**

**Second Quarter**

**April 1, 2008 – June 30, 2008**

**ISSUES REPORT**  
**FOX 17 WXMI 2<sup>nd</sup> QUARTER**  
**April 1, 2008 – June 30, 2008**

Listing of issues and some "Fox 17 News at Ten" & "Fox 17 Morning News"  
stories designed to focus on these issues.

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1. **ARTS & CULTURE:**

- A. **"Tulip Time Preview"** 5/1/08 2:16 10 pm  
A look behind the scenes at the prep-work for Tulip Time, including making the Dutch costumes and wooden shoes. Each outfit is an authentic replica and must follow strict guidelines.
- B. **"Festival of the Arts"** 6/5/08 2:02 10 pm  
A look at the preparations and the volunteers who make the festival a success.
- C. **"Waterfront Film Festival"** 6/11/08 2:53 10 pm  
A look into how the Saugatuck waterfront film festival got started and how it grew into one of the top five film festivals in the world.
- D. **"Blues on the Mall"** 6/10/08 0:27 10 pm  
The free, outdoor, summer concert series is expanding this year, running every Wednesday night through August 13<sup>th</sup>.

2. **CRIME & SAFETY:**

- A. **"Allendale Break-ins"** 04/01/08 2:28 10 pm  
Burglars in Allendale are using garage door openers to gain access inside home.
- B. **"Holland Graffiti"** 04/06/08 2:15 10 pm  
Neighbors are fed up when gang graffiti defaces private property. Holland police put together a gang-unit to keep an eye on a dozen gangs in the area.
- C. **"Gas Thefts in Construction Areas"** 04/09/09 2:20 10 pm  
With gas prices too high, thieves are draining gas tanks from commercial trucks and construction equipment.
- D. **"South Hills Neighborhood Watch"** 06/07/08 0:46 10 pm  
People living in the "South Hill Neighborhood" are dealing with more and more car and home burglaries, so they are teaming up with Silent Observer and the police.

- E.     **“Kalamazoo New Cop Shop”**                             05/31/08         1:53     10 pm  
A brand new public safety building opens in Kalamazoo’s north side. It will house four fire trucks, 45 public safety officers and the Mayor.

3.     **DRUGS & ALCOHOL:**

- A.     **“Kalamazoo Meth House”**                             04/04/08         2:24     10 pm  
When a child was brought to the hospital with breathing problems, it was discovered she had been living in a meth house.
- B.     **“Student Anti-Smoking Ads”**                             4/29/08             2:04     10 pm  
“Smoke-Free Ottawa” started a campaign to inform kids what is in a cigarette. There were 16 entries, and the winner receives \$2,000 for their school’s media department, \$100 gift cards and their ad will play before every film next year at the Holland 7 and Grand Haven 9 theatres.
- C.     **“Student DUI Lesson”**                                 4/24/08             1:43     10 pm  
Students at Hastings High School are learning what is like to drive drunk by wearing “drunk goggles” and having them drive golf carts around a course.
- D.     **“Muskegon Teen Drinking”**                             4/01/08             1:38     6 am  
A mother speaks out to other teens against drinking and driving after her teenage son was sent to prison for being drunk behind the wheel.

4.     **ECONOMY:**

- A.     **“Wyoming Business Push”**                             6/11/08             2:04     10pm  
The City of Wyoming is looking to update an overlooked stretch of 28<sup>th</sup> street hoping to bring in new shoppers and stimulate the local economy.
- B.     **“American Axle Layoffs”**                             5/26/08             2:17     10 pm  
800 workers at the American Axle plant in St. Joseph County were ready to go back to work after the strike, but many of them find out they’ve been laid off.
- C.     **“Foreclosed and Forsaken”**                             5/14/08             3:53     10 pm  
A different look at the foreclose issue, focusing on the condition of the houses left behind.
- D.     **“Stimulus Check Incentive”**                             4/28/08             2:11     10 pm  
Retailers are trying to make sure you spend your stimulus check at their stores by offering things like 10% more than their rebate check or \$30 in-store credit for every \$300 spent.

5. **EDUCATION:**

- A. **“Grandville Ave. Library”** 04/08/08 2:20 10 pm  
A new library is being built to replace the Grandville Avenue Library. They are going from a 900 square foot library to 4,500 square feet. They will have more computers, books, resources and a reading lounge.
- B. **“GRPS Trimester Switch”** 04/10/08 0:55 10 pm  
Grand Rapids Public Schools will go to three, 12-week semesters in the fall instead of the current two semester format. This means fewer, but longer classes every day and chances to earn extra credits.
- C. **“Teacher of the Year”** 05/22/08 0:44 10 PM  
The State of Michigan announced Jennifer Haberling as the “Teacher of the Year”. She teaches 7<sup>th</sup> grade at Baldwin Street Middle School in Hudsonville.
- D. **“GVSU Funds Campaign”** 6/10/08 2:23 10 pm  
Grand Valley is launching its first ever comprehensive campaign to raise 50 million dollars for the school’s 50<sup>th</sup> anniversary in 2010. They want to upgrade facilities, enhance programs, and build a new library.

6. **EMPLOYMENT:**

- A. **“Healthcare Career Expo”** 05/22/08 0:34 10 pm  
A career fair was held at the University of Phoenix for 16 companies, many of them in the health care field. They hoped to fill more than 100 positions.
- B. **“PriceLine.com Jobs”** 06/17/08 0:45 10 pm  
PriceLine.com, the popular internet shopping site, is looking into building a call center in Wyoming, bringing in 425 jobs.
- C. **“Greenville New Jobs”** 05/20/08 3:55 10 pm  
Refrigerator Manufacturer “Northland-Marvel” will build a new high-tech facility in Greenville hiring close to 200 workers.
- D. **“MPI Jobs Announcement”** 4/22/08 2:15 10 pm  
MPI Research in Mattawan has committed to 3,300 new life sciences jobs over the next 5 – 7 years.

7. **ENVIRONMENT:**

- A. **“Mona Lake Fish Kill”** 04/03/08 2:26 10 pm  
Hundreds of dead fish wash up on the shores of Mona Lake. It was determined to be caused by a late winter kill-off due to lack of oxygen.

- |    |                                                                                                                                                                                      |          |      |       |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------|-------|
| B. | <b>“Tyler Creek Clean-up”</b>                                                                                                                                                        | 04/05/08 | 2:32 | 10 pm |
|    | Students at GVSU’s Conservation Society are helping to clean up Tyler Creek in Kent County after thousands of trout were found dead due to high fecal levels.                        |          |      |       |
| C. | <b>“Wind Energy Forum”</b>                                                                                                                                                           | 6/5/08   | 2:07 | 10 pm |
|    | Wind energy is one of the fastest payback in the renewable energy category, and many people in West Michigan are interested. They also featured a wind turbine made in Grand Rapids. |          |      |       |
| D. | <b>“Going Green – Co-Housing”</b>                                                                                                                                                    | 6/2/08   | 1:28 | 7am   |
|    | A development in Grand Rapids was built to be environmentally friendly, where neighbors share resources and philosophies.                                                            |          |      |       |

**8. DIVERSITY/ ETHNIC/ MINORITY:**

- |    |                                                                                                                                                                                      |          |      |       |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------|-------|
| A. | <b>"Black Elected Officials"</b>                                                                                                                                                     | 4/10/08  | 0:32 | 10 pm |
|    | "The Kent County Black Elected Officials" held their first town-hall style meeting, discussing issues facing the community from public transportation, to violence, voting and jobs. |          |      |       |
| B. | <b>"Lakeshore Racism Summit"</b>                                                                                                                                                     | 05/20/08 | 1:46 | 10 pm |
|    | More than 600 people gathered at Hope College looking to find solutions to racism. It has been three years since the last race summit.                                               |          |      |       |
| C. | <b>"Healing Racism"</b>                                                                                                                                                              | 04/24/08 | 1:33 | 10 pm |
|    | The Institute for Healing Racism celebrates 10 years of breaking barriers and embracing diversity.                                                                                   |          |      |       |
| D. | <b>"El Sombrero Celebration"</b>                                                                                                                                                     | 05/05/08 | 1:44 | 10 pm |
|    | A local restaurant celebrates Cinco De Mayo by giving back to the community, feeding everyone that came to the celebration.                                                          |          |      |       |

9. **FAMILY:**

- |                                                                                                                                                                                                                                          |                                |         |      |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|---------|------|-------|
| A.                                                                                                                                                                                                                                       | <b>“Surrogate Mom to Pups”</b> | 4/10/08 | 2:06 | 10 pm |
| When a boxer mother unexpectedly died after giving birth to 9 puppies, a black lab mother takes in the puppies as her own.                                                                                                               |                                |         |      |       |
| B.                                                                                                                                                                                                                                       | <b>“Foster Kids Graduate”</b>  | 5/20/08 | 0:32 | 10 pm |
| Twelve foster children from West Michigan graduated from high school, so D-A Blodgett and “The Thanksgiving Girls” threw them a party complete with presents. Without families to support them, they would not have had any recognition. |                                |         |      |       |

- C. **“Adoption Procedures”** 4/15/08 1:24 6 am  
Adoption Associates in Jenison held an informational meeting to give people interested in adoption all the information they need.
- D. **“Soldiers Departing”** 6/23/08 2:21 10 pm  
A focus on a young couple who met in Iraq while deployed in 2005. They got married and now have a child. The husband is now being deployed for his second time.
- E. **“Relay for Life”** 6/20/08 0:45 10 pm  
The City of Grand Rapids holds its 4<sup>th</sup> annual “Relay for Life” which not only raises money for cancer research, but provides support to victim’s families.

10. **GOVERNMENT RESPONSIBILITIES:**

- A. **“Primary Decision”** 04/04/08 2:20 10 pm  
The Democrats decided to not push for a do-over primary, but are trying to find a way to make Michigan votes still count.
- B. **“Blind Money Ruling”** 5/20/08 2:05 10 pm  
A federal appeals court rules that paper money discriminates against the blind. It is part of a local effort to force the government to redesign the bills.
- C. **“Granholtz at Gentex”** 6/10/08 0:27 10 pm  
Governor Granholtz took a quick tour of the Gentex factory in Zeeland and met with workers and to see their recently finished expansion project. She also used the visit to push for alternative energy options.
- D. **“Lakeshore Storm Damage”** 6/10/08 1:46 10 pm  
Governor Granholtz visited Ottawa County, which declared a state of emergency after storms created major flooding and damage.

11. **HEALTH CARE:**

- A. **“Hackley Mercy Merger”** 04/02/08 0:41 10 pm  
Two hospitals in Muskegon are merging to become one health system: Mercy Health Partners.
- B. **“Healthcare Initiative”** 6/5/08 0:39 10 pm  
The “Robert Wood Johnson Foundation” kicked off the healthcare initiative. Grand Rapids is one of 14 communities taking part in this program which helps to improve the quality of healthcare.
- C. **“Metro U of M Partnership”** 6/11/08 2:27 10 pm  
Metro Health in Grand Rapids is teaming up with the University of Michigan to run their new cancer center.

- D. **"The Pulse – Genetic Testing"** 6/23/08 2:00 10 pm  
Spectrum Health has three advanced labs to do genetic testing, which makes turnaround time to get results one of the fastest in the country.

12. **HOUSING/ HUNGER:**

- A. **"Mel Trotter Food Drive"** 04/03/08 1:44 10 pm  
The Grand Rapids Police and Fire Departments held a community food drive to help stock the shelves of Mel Trotter Ministries.
- B. **"Idol Gives Back Local Impact"** 04/09/08 2:33 10 pm  
Some of the money raised from the Idol Gives Back show went to a local organization called "Kids Food Basket". They serve 1,400 meals each day to children.
- C. **"Charity Fashion Show"** 4/23/08 0:23 10 pm  
A fashion show raised money for two different programs that offer assistance to homeless women and their children.
- D. **"Stamp out Hunger"** 5/09/08 0:29 10 pm  
Postal workers collect non-perishable food items outside your mailbox. Everything collected will go to local food banks, pantries, and shelters.

13. **SPECIAL PROGRAMMING:**

- A. **"DTV Transition"** 6/22/08 23:00 3pm  
A special program provided by the NAB aired informing the public of the DTV transition taking place in February 2009.

14. **YOUTH & ELDERLY:**

- A. **"Smithsonian Mistake"** 04/02/08 2:30 10 pm  
A fifth grader from Allegan was visiting the Smithsonian and found a mistake in one of the exhibits. He received a letter from the Smithsonian thanking him for bringing it to their attention and that they would fix it.
- B. **"Two Jima Vet"** 05/24/08 4:13 10 pm  
On Memorial Day, a World War II vet shares his story of survival during the battle at Iwo Jima, and also was a witness to the raising of the flag.
- C. **"Kids Off Streets"** 05/14/08 1:25 6 am  
The Urban Family Ministries Youth Center opened in an old book store in Grand Rapids, giving kids a place to go to after school.
- D. **"Mel Trotter Golf Marathon"** 06/15/08 0:40 10 pm  
PGA Pro Jim Bultema is playing golf non-stop for 24 hours to raise money for under privileged kids to go to summer camp.

# COMMUNITY ISSUES/PUBLIC SERVICE ANNOUNCEMENTS

FOX 17 WXMI 2<sup>nd</sup> Quarter

April 1 – June 30, 2008

Listing of some of the Public Service Announcements aired.

The Public Service Announcement list is updated monthly and the PSAs run in rotation.

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## 1. CRIME & SAFETY:

- |    |                                                                            |         |          |
|----|----------------------------------------------------------------------------|---------|----------|
| A. | Bully Hotline                                                              | :25/:30 | 4/1-6/30 |
| B. | The Jungle<br>Educates children on online safety tips                      | :30     | 4/1-6/30 |
| C. | MAB/Pick Me<br>Teaches the danger of gambling                              | :30     | 4/1-6/30 |
| D. | Online Predators<br>Promotes online safety                                 | :60/:30 | 4/1-6/30 |
| E. | Online Pictures<br>Warns about the dangers of posting pictures online      | :60/:30 | 4/1-6/30 |
| F. | NFL Animal Cruelty<br>Educates about animal cruelty                        | :30     | 4/1-6/30 |
| G. | Michigan Booster Seat Law<br>New booster seat law took effect July 1, 2008 | :30     | 6/1-6/30 |

## 2. DRUGS & ALCOHOL:

- |    |                                                                                         |         |           |
|----|-----------------------------------------------------------------------------------------|---------|-----------|
| A. | Meth Baby<br>Warns about dangers of Crystal Methamphetamine                             | :30/:60 | 4/1-5/31  |
| B. | MAB/For The Kids<br>Educates on the danger of tobacco                                   | :30     | 4/1-6/30  |
| C. | MAB DFM Dealer/Rattle<br>Warns about the dangers of prescription drugs and drug dealers | :30     | 5/31-6/30 |
| D. | Partnership for a Drug Free America<br>Advises on the dangers of drugs                  | :45     | 6/1-6/30  |

## 3. EDUCATION:

- |    |                                                                           |     |          |
|----|---------------------------------------------------------------------------|-----|----------|
| A. | Blowfish/Jones Kitty/ Sock<br>Encourages after school involvement to kids | :30 | 4/1-6/30 |
|----|---------------------------------------------------------------------------|-----|----------|

- |    |                                                               |     |          |
|----|---------------------------------------------------------------|-----|----------|
| B. | Global Warming<br>Teaches about the dangers of Global Warming | :30 | 4/1-6/30 |
| C. | Donor Choose<br>Donate to Public Schools                      | :30 | 4/1-6/30 |

5. **HEALTH & FITNESS:**

- |    |                                                               |             |          |
|----|---------------------------------------------------------------|-------------|----------|
| A. | Grandpa, Birds<br>Childhood Obesity Prevention                | :30/:15     | 4/1-6/30 |
| B. | Bulls Eye<br>Mental Health Awareness                          | :30         | 4/1-6/30 |
| C. | What Moves U<br>American Heart Association                    | :30         | 4/1-6/30 |
| D. | Brush your teeth<br>American Dental Association               | :30         | 4/1-6/30 |
| E. | Mom<br>Get your blood pressure checked                        | :30         | 4/1-5/31 |
| F. | MAB/Sex Can Wait<br>Encourages abstinence                     | :30         | 4/1-6/30 |
| G. | YWCA – Grand Rapids, MI<br>Promotes confidence in young women | :30         | 4/1-6/30 |
| H. | Jungle Book<br>Childhood Obesity Prevention (food pyramid)    | :30/:15/:10 | 4/1-6/30 |

6. **DIGITAL TRANSITION:**

- |    |                                                                  |             |          |
|----|------------------------------------------------------------------|-------------|----------|
| A. | DTV Answers<br>High Definition Television                        | :15/:30     | 4/1-6/30 |
| B. | Project Roadblock<br>Digital Transition education                | :60         | 4/1-6/30 |
| C. | MAB/DTV Transition<br>Ernie Harwell informs about DTV transition | :30/:20/:10 | 4/1-6/30 |

7. **OTHER:**

- |    |                                                                |                 |          |
|----|----------------------------------------------------------------|-----------------|----------|
| A. | Appreciation<br>Teaches gratitude and appreciation to children | :60/:30/:20/:15 | 4/1-6/30 |
|----|----------------------------------------------------------------|-----------------|----------|

- |    |                                                                                  |                     |           |
|----|----------------------------------------------------------------------------------|---------------------|-----------|
| B. | Dreaming<br>Encourages children to follow their dreams                           | :60/:30/:20/:15     | 4/1-6/30  |
| C. | The Race<br>Encourages children to lend a helping hand to the disabled           | :60/:30             | 4/1-6/30  |
| D. | Cafeteria<br>Promotes friendship in pre-teens                                    | :60/:30/:20/:15     | 4/1-6/30  |
| E. | Optimism<br>Encourages confidence and never giving up hope                       | :60/:30/:20/:15/:10 | 6/1-6/30  |
| F. | Reflection of Honor/Parents<br>National Guard                                    | :30/:15             | 4/1-6/30  |
| G. | March of Dimes<br>Education on premature babies                                  | :60/:30/:15         | 4/1-6/30  |
| H. | Beetle Boy Wish<br>Make a Wish Foundation                                        | :30/:60             | 4/1-6/30  |
| I. | MAB/Enough-Lake<br>Teaches dangers of pollution                                  | :30                 | 4/1-4/30  |
| J. | Arby's Charity<br>Encouraging donations at local Arby's for children's charities | :30/:15             | 6/10-6/30 |

**FOX 17 ON-AIR TALENT APPEARANCES**  
**2<sup>nd</sup> Quarter 2008**

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FOX 17 makes an attempt to be involved in community events by having FOX 17 News on-air talent involved. The following lists some of the appearances made by news talent during the second quarter of 2008.

<u>DATE</u>	<u>TALENT</u>	<u>EVENT</u>
4/2/2008	Kevin Craig	School of Weather Muskegon Technical Academy
4/3/2008	Brent Ashcroft	Reading to children at Lake Mac
4/11/08	Emily Richett	Todd Chance Chocolate Factory The BOB (Celebrity Judge)
4/16/2008	Kevin Craig	School of Weather Allendale Middle School
4/17/08	Emily Richett	Vines for Life (Emcee) Cystic Fibrosis Fundraiser
4/24/08	Emily Richett	GR Young Professionals Fashion Show Fundraiser at Montes (Host and Emcee)
4/26/2008	Emily Richett	Broadway Grand Rapids Gala East Grand Rapids
5/1/2008	Emily Richett	WGRD Million Penny Roof Sit McDonalds on Plainfield Ave
5/2/2008	Emily Richett	Career Day (Speaker) Allegan Public Schools
5/7/2008	Peter Chan	Speaking on Severe Weather Forest Hills Eastern Middle School
5/13/2008	Kevin Craig	School of Weather Emerson Elementary
5/14/2008	Kevin Craig	School of Weather Sheldon Woods Elementary
5/15/2008	Kevin Craig	School of Weather Marshall Elementary Career Day

5/15/2008	Kevin Craig	School of Weather Vanguard Charter Academy
5/17/2008	Jon Shaner	Grand Rapids Asthma Walk Celebrity Leader of Walk
5/19/2008	Kevin Craig	School of Weather Portwood Elementary
5/21/2008	Kevin Craig	School of Weather Saranac Elementary
5/22/2008	Kevin Craig	School of Weather Alamo Elementary
5/27/2008	Kevin Craig	School of Weather Rockford Elementary
5/28/2008	Kevin Craig	School of Weather Sacred Heart Elementary
5/28/2008	Kevin Craig	School of Weather Eagle Crest Charter Academy
5/29/2008	Kevin Craig	School of Weather Dorr-Wayland Elementary
5/30/2008	Tim Doty	Stepping Stones Golf Outing Meadows Golf Course
6/5/2008	Emily Richett	Pinot and Pigskin (Host) Van Andel Arena
6/28/2008	Emily Richett Jon Shaner	Muskegon Summer Celebration Parade

**FOX 17 Special Projects**  
**2<sup>nd</sup> Quarter 2008**

## **FOX 17 – WXMI Station Tours**

Throughout the 2<sup>nd</sup> Quarter of 2008 FOX 17 has continued its commitment to service the community by offering free station tours. Organizations may schedule station tours to view what happens behind the scenes at WXMI FOX 17. Station tours give schools, scout groups, seniors, and many others a chance to ask questions, view the news room, control rooms, and the news studio. Tours are scheduled during regular working hours, from 8:00 AM – 5:00 PM and usually take about 20-30 minutes.

<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>ORGANIZATION</u></b>
4/18/2008	4:00p	Cub Scout Troop
4/23/2008	1:30p	Cedar Springs Class Learning with Disabilities (half class)
4/30/2008	1:30p	Cedar Springs Class Learning with Disabilities (half class)
6/4/2008	10:30a	Northview Summer School Special Education Class

## FOX 17 Community Calendar

Throughout the 2<sup>nd</sup> Quarter of 2008 FOX 17 has continued its commitment to non-profit organizations throughout the community by maintaining the "FOX 17 Community Calendar". The Community Calendar is a way for local organizations to have their charitable event publicized at no charge. FOX 17 runs spots promoting the Community Calendar, both as a place to post your event and as a place to go to when you're looking for a positive community event to get involved in. The "FOX 17 Community Calendar" is updated monthly and featured on [www.wxmi.com](http://www.wxmi.com).

**On Air Schedule:** April 1 – June 30, 2008 (:30 Spot & Online)

## **FOX 17 Fit Kid**

FOX 17 teamed up with Spectrum Health for this community based project to provide parents and guardians with information on keeping their kids fit and healthy. The following are the monthly topics we focused on in the 2<sup>nd</sup> Quarter of 2008:

- April – Asthma
- May – Spot the Tot (know where your children are at all times)
- June – Sleep

**On Air Schedule:** April 1 – June 30, 2008 (:30 Spots & Online)

## **FOX 17 Road Crew**

The FOX 17 Road Crew is comprised of a group of station employees who attend local events and go to local attractions. They are the face of FOX 17 at public events giving away various items and great prizes. A couple new things for the Road Crew in the second quarter of 2008 include a new Road Crew Jeep (wrapped with the Road Crew logo and pictures of FOX 17 Entertainment Host, Emily Richett), and a FOX 17 Prize wheel where people can spin for many different prizes from t-shirts to tattoos and iPods to movie tickets. The FOX 17 Road Crew attended the following events in the 2<sup>nd</sup> quarter of 2008:

<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>EVENT</u></b>
5/15/2008	5:00 – 7:00p	Muskegon Summer Celebration pre-sale River City Slims
5/21/2008	5:00 – 7:00p	Kenny Chesney Concert Street Party Van Andel Arena
5/22/2008	5:00 – 7:00p	Kenny Chesney Concert Street Party Van Andel Arena
6/12/2008	5:00 – 7:00p	Waterfront Film Festival Saugatuck, MI
6/14/2008	4:30 – 7:00p	FOX 17 Jet Warz US 131 Knoll Gas Speedway
6/26/2008	4:00 – 7:00p	Muskegon Summer Celebration Muskegon, MI

**On Air Schedule:** April 1 – June 30, 2007 (On-air and Online)

## **School of the Week – Morning News**

Each week during the 2<sup>nd</sup> Quarter of 2008 the FOX 17 Morning News program chose a school or summer camp to highlight everyday during the newscast. To become the School of the Week students are encouraged to log onto [www.wxmi.com](http://www.wxmi.com) and fill out the entry form including why they think their school or camp is the best. The following is a list of schools and camps that were recognized as the FOX 17 School of the Week in the 2<sup>nd</sup> Quarter of 2008:

- Week of April 1<sup>st</sup> – Page Elementary
- Week of April 7<sup>th</sup> – Spring Break (featured kid-friendly places)
- Week of April 14<sup>th</sup> – Knapp Charter Academy
- Week of April 21<sup>st</sup> – West Side Christian
- Week of April 28<sup>th</sup> – Forest Hills School District
- Week of May 5<sup>th</sup> – Discover Elementary
- Week of May 14<sup>th</sup> – Caledonia High School
- Week of May 19<sup>th</sup> – New Branches School
- Week of May 27<sup>th</sup> – Coopersville High School
- Week of June 3<sup>rd</sup> – Kenowa Hills Middle School
- Week of June 9<sup>th</sup> – Bunker Middle School
- Week of June 17<sup>th</sup> – Camp Manitou-Lin
- Week of June 23<sup>rd</sup> – Camp O'Malley
- Week of June 30<sup>th</sup> – Indian Trails Camp

**On Air Schedule:** April 1 – June 30, 2007 (Featured in news & Online)

## **School of Weather**

FOX 17's Meteorologist Kevin Craig has continued the School of Weather program to inform our younger community about different aspects of the weather. Any teacher or educator can sign up for a FOX 17 Weather Zone presentation at [www.wxmi.com](http://www.wxmi.com)! The FOX 17 Meteorologist gives presentations to kids in elementary schools to high schools as well as higher education classes and different interest groups. The following is a list of schools that were visited in the 2<sup>nd</sup> Quarter of 2008:

- Muskegon Technical Academy
- Allendale Middle School
- Emerson Elementary
- Sheldon Woods Elementary
- Marshall Elementary Career Day
- Vanguard Charter Academy
- Portwood Elementary
- Saranac Elementary
- Alamo Elementary
- Rockford Elementary
- Sacred Heart Elementary
- Eagle Crest Charter Academy
- Dorr-Wayland Elementary

## Waterfront Film Festival

FOX 17 teamed up with the Waterfront Film Festival, a fully volunteered non-profit organization, in June of 2008. This festival, located in Saugatuck, MI, completely relies on ticket/merchandise sales, along with donations, to build an operational budget for the festival. All donations are completely tax deductible. FOX 17 contributed to this event by producing and running promotional spots, including information on [www.wxmi.com](http://www.wxmi.com), and listing the event on the FOX 17 Community Calendar. FOX 17 was also present at the 10<sup>th</sup> Annual Waterfront Film Festival giving away tote bags under the FOX 17 gazebo, prizes on the Road Crew Prize wheel and hosted a drawing for an iPod Nano.

**On Air Schedule:** May 25 – June 12, 2008 (:30/:10/:05 Spots and Online)

**Event Dates:** June 12 – June 15, 2008

**WXMI QUARTERLY NEWS & PUBLIC AFFAIRS REPORT - SECOND QUARTER 2008**

<u>Program</u>	<u>Air Date</u>	<u>Time</u>	<u>Length</u>	<u>Type</u>	<u>Producer</u>
America's Most Wanted	04/05/08	8pm	1hr	PA	Fox Broadcasting
*	04/19/08	8pm	1hr	PA	Fox Broadcasting
*	04/26/08	8pm	1hr	PA	Fox Broadcasting
*	05/17/08	8pm	1hr	PA	Fox Broadcasting
*	05/24/08	8pm	1hr	PA	Fox Broadcasting
*	05/31/08	8pm	1hr	PA	Fox Broadcasting
*	06/07/08	8pm	1hr	PA	Fox Broadcasting
*	06/14/08	8pm	1hr	PA	Fox Broadcasting
*	06/21/08	8pm	1hr	PA	Fox Broadcasting
*	06/29/08	8pm	1hr	PA	Fox Broadcasting
Fox News Sunday	04/06/08	9am	1hr	News	Fox Broadcasting
*	04/13/08	9am	1hr	News	Fox Broadcasting
*	04/20/08	9am	1hr	News	Fox Broadcasting
*	04/27/08	9am	1hr	News	Fox Broadcasting
*	05/04/08	9am	1hr	News	Fox Broadcasting
*	05/11/08	9am	1hr	News	Fox Broadcasting
*	05/18/08	9am	1hr	News	Fox Broadcasting
*	05/25/08	9am	1hr	News	Fox Broadcasting
*	06/01/08	9am	1hr	News	Fox Broadcasting
*	06/08/08	9am	1hr	News	Fox Broadcasting
*	06/15/08	9am	1hr	News	Fox Broadcasting
*	06/22/08	9am	1hr	News	Fox Broadcasting
*	06/29/08	9am	1hr	News	Fox Broadcasting
Fox 17 News At Ten	04/1-5/08	10pm	60min	News	WXMI
*	04/09/08	10pm	30min	News	WXMI
*	04/7-9/08	10pm	60min	News	WXMI
*	04/30/08	10:09pm	51min	News	WXMI
*	04/10-12/08	10pm	60min	News	WXMI
*	04/18/08	10pm	30min	News	WXMI
*	04/14-19/08	10pm	60min	News	WXMI
*	04/20/08	10pm	30min	News	WXMI
*	04/21-26/08	10pm	60min	News	WXMI
*	04/27/08	10pm	30min	News	WXMI
*	04/28-05/02/08	10pm	60min	News	WXMI
*	05/09/08	11:40pm	55min	News	WXMI
*	05/04/08	10pm	30min	News	WXMI
*	05/5-9/08	10pm	60min	News	WXMI
*	05/10/08	11:30pm	30min	News	WXMI
*	05/11/08	10pm	30min	News	WXMI
*	05/12-17/08	10pm	60min	News	WXMI
*	05/18/08	10pm	30min	News	WXMI
*	05/19-20/08	10pm	60min	News	WXMI
*	05/21/08	10:06pm	54min	News	WXMI
*	05/22-24/08	10pm	60min	News	WXMI
*	05/25/08	10pm	30min	News	WXMI
*	05/26-31/08	10pm	60min	News	WXMI
*	06/01/08	10pm	30min	News	WXMI
*	06/02-07/08	10pm	60min	News	WXMI
*	06/08/08	10pm	30min	News	WXMI
*	06/09-14/08	10pm	60min	News	WXMI
*	06/15/08	10pm	30min	News	WXMI
*	06/16-18/08	10pm	60min	News	WXMI
*	06/20/08	10:30pm	60min	News	WXMI
*	06/21/08	10pm	60min	News	WXMI
*	06/22/08	10pm	30min	News	WXMI
*	06/23-28/08	10pm	60min	News	WXMI
*	06/29/08	10pm	30min	News	WXMI
*	06/30/08	10pm	60min	News	WXMI
Fox 17 Morning News	04/1-4/08	6am	2hrs	News	WXMI
*	04/7-11/08	6am	2hrs	News	WXMI
*	04/14-18/08	6am	2hrs	News	WXMI
*	04/21-25/08	6am	2hrs	News	WXMI
*	04/28-05/02/08	6am	2hrs	News	WXMI
*	05/5-9/08	6am	2hrs	News	WXMI
*	05/12-16/08	6am	2hrs	News	WXMI
*	05/19-23/08	6am	2hrs	News	WXMI
*	05/26-30/08	6am	2hrs	News	WXMI
*	06/02-06/08	6am	2hrs	News	WXMI
*	06/09-13/08	6am	2hrs	News	WXMI
*	06/16-20/08	6am	2hrs	News	WXMI
*	06/23-27/08	6am	2hrs	News	WXMI
*	06/30/08	6am	2hrs	News	WXMI
Fox 17 News Replay	04/1-4/08	3am	60min	News	WXMI
*	04/7-10/08	3am	60min	News	WXMI
*	04/14-17/08	3am	60min	News	WXMI
*	04/21-24/08	3am	60min	News	WXMI
*	04/28-05/01/08	3am	60min	News	WXMI
*	05/5-9/08	3am	60min	News	WXMI
*	05/12-16/08	3am	60min	News	WXMI
*	05/19-23/08	3am	60min	News	WXMI
*	05/26-30/08	3am	60min	News	WXMI
*	06/02-06/08	3am	60min	News	WXMI
*	06/09-13/08	3am	60min	News	WXMI
*	06/16-20/08	3am	60min	News	WXMI
*	06/23-27/08	3am	60min	News	WXMI
*	06/30/08	3am	60min	News	WXMI
First Business	04/1-3/08	4am	30min	News	Timeless Television
*	04/5-10/08	4am	30min	News	Timeless Television
*	04/14-17/08	4am	30min	News	Timeless Television
*	04/20-24/08	4am	30min	News	Timeless Television
*	04/27-05/01/08	4am	30min	News	Timeless Television
*	05/4-9/08	4am	30min	News	Timeless Television
*	5/11-18/08	4am	30min	News	Timeless Television
*	05/19-22/08	4am	30min	News	Timeless Television
*	05/25-29/08	4am	30min	News	Timeless Television
*	06/01-05/08	4am	30min	News	Timeless Television
*	06/08-15/08	4am	30min	News	Timeless Television
*	06/15-19/08	4am	30min	News	Timeless Television
*	06/22-26/08	4am	30min	News	Timeless Television
*	06/29-30/08	4am	30min	News	Timeless Television
NAB DTV Conversion	06/22/08	3pm	30m	PA	NAB